



SUOMEN  
**RIISTAKESKUS**  
FINNISH WILDLIFE AGENCY

MEDIA 2018

## 1. Magazine

Metsästäjä / Jägaren

**Editor-in-chief:** Klaus Ekman

### Circulation:

Metsästäjä 305.000

Jägaren 18.500

## 2. Publisher of the magazine:

Finnish Wildlife Agency

(Suomen riistakeskus – Finlands viltcentral)

**Address:** Sompiontie 1, FIN-00730 HELSINKI, Finland

**Tel.** +358 29 431 2001

**e-mail:** [asiakaspalvelu@riista.fi](mailto:asiakaspalvelu@riista.fi)

**website:** [riista.fi](http://riista.fi)

## 3. The objective and realization of the magazine

The Metsästäjä and Jägaren magazines deal with topical issues related to game management and the taxation of game stock, international cooperation, the relation of game husbandry to the use of other parts of nature as well as the position and significance of game animals in nature. The subject matters of the magazine include practical knowledge of hunting and game management, hunting legislation, the use of dogs in hunting, life in the wilderness, and equipment needed in these previously mentioned as well as information on the activities, meetings and training of the Finnish Wildlife Agency. Metsästäjä and Jägaren are intended for the whole hunting population in our country. The magazines are also distributed to numerous offices, libraries, schools, educational institutions in the fields of forestry and agriculture, and to many associations and private persons in Finland and abroad. The magazines' annual volume consists of six separate issues. The magazines' issues are not sold separately.

## 4. Size of the magazine:

210 x 297 mm, printing area 185 x 271 mm,  
column width 43 mm on a 4-column page.

**Printing method:** offset rotary press

**Screen ruling width:** Black-and-white 48, 4-coloured 54

**Paper:** LWC 60 g/m<sup>2</sup>

**Printing place:** Hansaprint Oy, Turku

**Requirements for material:** offset material

**Binding:** stapling

## 5. Publishing and material schedule:

Issue	Booking	Material Day	Metsästäjä and Jägaren are published on	
			Metsästäjä	Jägaren
1	11.12.	4.1.	22.1.	22.1.
2	7.2.	28.2.	16.3.	26.3.
3	29.3.	23.4.	11.5.	21.5.
4	6.6.	27.6.	13.7.	13.7.
5	1.8.	22.8.	7.9.	7.9.
6	10.10.	31.10.	16.11.	26.11.

When deviating from the program, the working process will be defined according to feasibility. The advertisement reservation will expire in case the advertiser has outstanding invoices.

## 6. Advertising:

**Advertisements:** Klaus Ekman

**Tel.** +358 29 431 2103

**E-mail:** [klaus.ekman@riista.fi](mailto:klaus.ekman@riista.fi)

### Sizes of advertisements:

	Without margin		With margin	
	Width	Height	Width	Height
2/1 s.	388 x	271 mm	or 420 x	297 mm
1/1 s.	185 x	271 mm	or 210 x	297 mm
1/2 s. vertical	90 x	271 mm	or 103 x	297 mm
1/2 s. horizontal	185 x	133 mm	or 210 x	146 mm
1/4 s. normal	90 x	133 mm	or 103 x	146 mm
1/4 s. horizontal	185 x	64 mm	or 210 x	71 mm
1/4 s. vertical	43 x	271 mm	or 59 x	297 mm
1/8 s. normal	90 x	64 mm		
1/8 s. vertical	43 x	133 mm		

With margin  
+ 4 mm  
trim allowance

### Advertisement rates from 1 January 2018 (€)

#### METSÄSTÄJÄ AND JÄGAREN

	bv	4 col
2/1 s.	9.000,-	12.500,-
1/1 s.	5.200,-	7.200,-
1/2 s.	2.900,-	4.000,-
1/4 s.	2.100,-	2.500,-
1/8 s.	1.100,-	1.300,-

Back cover 1/1 8.300,-

## 7. Classified advertisements:

[www.eraverkko.fi](http://www.eraverkko.fi)

**Classified advertisements:** In the Trading column:

20 €/line, max 40 characters/line.

## 8. Other terms

The advertisements are published at the same price in the Jägaren magazine. Advertising rates according to agreement for the special editions of the magazines. Supplements according to agreement. No reservations for fixed places except for the back cover.

**Discounts:** 15% for material ready for printing.  
Annual agreements are separately negotiated.

**Cancellation:** On the previous day of the material day at the latest.

**Claims:** Within 14 days of the publication of the magazine in writing.

### DELIVERY OF MATERIAL AS LINE TRANSFER

FTP (File Transfer Protocol)

The FTP server of Hansaprint is located at [ftp.hansaprint.fi](ftp://ftp.hansaprint.fi). In order to receive connection with the server you will need your own username and password. You can order them from Hansaprint.

**Mobile** +358 40 821 8282/Eskola or **e-mail:** [ilkka.eskola@hansaprint.fi](mailto:ilkka.eskola@hansaprint.fi).

After you have sent material, **ALWAYS** please send information by e-mail or sms on what you have sent.

**Further information on forms of material and transfer is available on the website of Hansaprint [www.hansaprint.fi](http://www.hansaprint.fi)**